

## STATE BIRTH DEFECTS PROGRAM EVALUATION PLAN TEMPLATE

### Example for Surveillance Component

Objective: Enhance, expand, and evaluate the state population-based birth defects surveillance system and disseminate data for public health prevention and referral action.

<b>Evaluation Questions</b>	<b>Indicators</b>	<b>Data Sources</b>	<b>Data Collection Timeframe</b>	<b>Data Analysis</b>	<b>Communication Plan</b>	<b>Staff Responsible</b>
<i>What do you need to know?</i>	<i>Measurable signs of progress that reflect objectives</i>	<i>Where will you get the data?</i>	<i>When will you collect the data?</i>	<i>What will you do with the data?</i>	<i>When and how will you share results?</i>	<i>Who will ensure this gets done?</i>
<i>To what extent are the data collected complete and current?</i>	Quality assurance has been tested through ongoing improvement efforts using statistical methods.					
<i>To what extent are the data produced and disseminated to partners in a timely manner?</i>	Quality and current data have been produced and disseminated.					
<i>Are feedback loops available for ongoing improvement of data disseminated to partners?</i>	Surveys have been sent to partners.					

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### Example for Capacity Development Component

Objective: Build state and local capacity through partnerships for promoting use of data in public health action for birth defects prevention and intervention.

<b>Evaluation Questions</b>	<b>Indicators</b>	<b>Data Sources</b>	<b>Data Collection Timeframe</b>	<b>Data Analysis</b>	<b>Communication Plan</b>	<b>Staff Responsible</b>
<i>What do you need to know?</i>	<i>Measurable signs of progress that reflect objectives</i>	<i>Where will you get the data?</i>	<i>When will you collect the data?</i>	<i>What will you do with the data?</i>	<i>When and how will you share results?</i>	<i>Who will ensure this gets done?</i>
<i>To what extent are the partners engaged and the partnership processes and structures in place?</i>	A partner matrix with roles and responsibilities has been developed and approved.					
<i>To what extent are the partners work plans in place?</i>	Referral and prevention plans have been developed.					
<i>To what extent are surveillance data used for ongoing decision making and action?</i>	Ongoing partner meetings for exchange of information (updates and progress) have been held.					

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### Example for Prevention Component

Objective: Use state birth defects surveillance data for the identification of at-risk populations and the development of targeted birth defects prevention activities, including folic acid education.

<b>Evaluation Questions</b>	<b>Indicators</b>	<b>Data Sources</b>	<b>Data Collection Timeframe</b>	<b>Data Analysis</b>	<b>Communication Plan</b>	<b>Staff Responsible</b>
<i>What do you need to know?</i>	<i>Measurable signs of progress that reflect objectives</i>	<i>Where will you get the data?</i>	<i>When will you collect the data?</i>	<i>What will you do with the data?</i>	<i>When and how will you share results?</i>	<i>Who will ensure this gets done?</i>
<i>Have at-risk, underserved, and hard-to-reach populations been identified?</i>	Data-driven list of at-risk populations has been developed.					
<i>Have strategies to reach at-risk populations been developed?</i>	Appropriate prevention partners have been engaged; a plan to reach target audiences has been developed; messages that resonate with audiences have been developed.					
<i>Have the prevention plan activities been implemented?</i>	Dissemination of birth defects prevention messages to target audiences has occurred.					
<i>To what extent are the communication channels effectively reaching the target audiences?</i>	Changes in numbers for the target audiences have been reached.					

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### Example for Referral Component

Objective: Use state surveillance data to identify and link children and families with birth defects with early intervention services in a timely manner.

<b>Evaluation Questions</b>	<b>Indicators</b>	<b>Data Sources</b>	<b>Data Collection Timeframe</b>	<b>Data Analysis</b>	<b>Communication Plan</b>	<b>Staff Responsible</b>
<i>What do you need to know?</i>	<i>Measurable signs of progress that reflect objectives</i>	<i>Where will you get the data?</i>	<i>When will you collect the data?</i>	<i>What will you do with the data?</i>	<i>When and how will you share results?</i>	<i>Who will ensure this gets done?</i>
<i>To what extent is the referral process working?</i>	Referral protocols have been tested for effectiveness					
<i>Are children and parents referred to early intervention services receiving services, and to what extent?</i>	Status and outcomes of referrals made and timeliness of services received for children in the early intervention system are being monitored.					
<i>To what extent have gaps in the referral process been identified?</i>	Qualitative research has been gathered, analyzed, and used for improvement.					